

George Morino/TMS/Toyota

05/19/2008 06:02 AM

To Michiteru Kato/HINPO/TMC0@TMC0@TMCE

cc Daisuke Sakakibara/TMS/Toyota@toyota, Jyunji
Ogata/HINPO/TMC0@TMC0, Kirk
Forsh/TMS/Toyota@toyota, Takeharu
Nishida/HINPO/TMC0@TMC0

bcc

Subject Re: CONFIDENTIAL - DRAFT Q&A

Hi Mitch:

I'm a little concerned about the statement. What if NHTSA opens a PE?

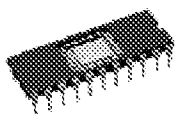
In this early stage, I think its better to not commit so strongly to the media. I think its better to leave ourselves a way out. Otherwise we look like we're already being defensive.

What do you think?

George Morino
National Manager
Quality Compliance Department
Product Quality and Service Support
Toyota Motor Sales, U.S.A., Inc.
Tel. 310-468-3392
Fax 310-468-3399

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Michiteru Kato/HINPO/TMC0@TMC0



Michiteru
Kato/HINPO/TMC0@TMC0

05/18/2008 05:57 PM

To George Morino/TMS/Toyota@TOYOTA@TMCE

cc Daisuke Sakakibara/TMS/Toyota@toyota@TMCE, Jyunji
Ogata/HINPO/TMC0@TMC0, Kirk
Forsh/TMS/Toyota@toyota@TMCE, Takeharu
Nishida/HINPO/TMC0@TMC0

Subject Re: CONFIDENTIAL - DRAFT Q&A

George,

Thank you for asking TMS Legal to review the draft. The changes that they made look fine to me.

One comment.

Can we say in A6 to the Q6 "What seems to be the source of the problem?" that "However, the field study that Toyota has conducted to date confirms that there is no safety defect on the Tacoma vehicles." or "However, Toyota's thorough evaluation and field survey to date do not indicate the existence of the defect in

Tacoma vehicles.”

Those languages are included in our response, so probably we can say that.

Currently we, in consultation with PR Div. of TMC, are creating a comment to the media which top management will give in Japan if they are asked from the media by chance, and we are thinking of giving to the media the comment like “We replied to NHTSA informing that any safety related defect has not been identified in Toyota’s field study.”

Let me know what you think?

Thank you for your support.

Regards,


Mitch

George Morino@TOYOTA



George Morino@TOYOTA

2008/05/17 07:55

宛先: Michiteru Kato/HINPO/TMC0@TMC0@TMCE
cc: Daisuke Sakakibara/TMS/Toyota@toyota, Jyunji Ogata/HINPO/TMC0@TMC0, Kirk Forsht/TMS/Toyota@toyota,
Takeharu Nishida/HINPO/TMC0@TMC0
件名: Re: CONFIDENTIAL – DRAFT Q&A 

Kato-san:

We have reviewed the Q&A with TMS Legal and they made some small changes. Please review and approve them.

Thank you!

George Morino
National Manager
Quality Compliance Department
Product Quality and Service Support
Toyota Motor Sales, U.S.A., Inc.
Tel. 310-468-3392
Fax 310-468-3399

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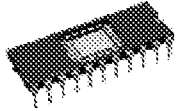
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Michiteru Kato/HINPO/TMC0@TMC0




Michiteru
Kato/HINPO/TMC0@TMC0

To George Morino/TMS/Toyota@TOYOTA@TMCE



05/15/2008 10:54 PM

cc Daisuke Sakakibara/TMS/Toyota@toyota@TMCE, Jyunji
Ogata/HINPO/TMC0@TMC0, Kirk
Forsht/TMS/Toyota@toyota@TMCE, Takeharu
Nishida/HINPO/TMC0@TMC0
Subject Re: CONFIDENTIAL - DRAFT Q&A 

George,

I agree with you. Let's use "Unintended". The draft of the Q&A looks good to me. Did you forward it to Legal Dept. for their review? If not, please ask them to review it.

Thank you for your support!!!!


Mitch

George Morino@TOYOTA



George Morino@TOYOTA

2008/05/16 11:00

宛先: Michiteru Kato/HINPO/TMC0@TMC0@TMCE
cc: Daisuke Sakakibara/TMS/Toyota@toyota, Jyunji Ogata/HINPO/TMC0@TMC0, Kirk Forsht/TMS/Toyota@toyota,
Takeharu Nishida/HINPO/TMC0@TMC0
件名: Re: CONFIDENTIAL - DRAFT Q&A 

Hi Mitch:

Please read my response in blue before you open the revised Q&A.

Let me know what you think.

Sorry, its John Carpenter. Not Stephen King.

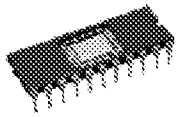
<http://www.youtube.com/watch?v=JnmC4Zj3Xhk&feature=related>

Thanks!

George Morino
National Manager
Quality Compliance Department
Product Quality and Service Support
Toyota Motor Sales, U.S.A., Inc.
Tel. 310-468-3392
Fax 310-468-3399

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Michiteru Kato/HINPO/TMC0@TMC0



Michiteru
Kato/HINPO/TMC0@TMC0
05/15/2008 05:38 AM

To George Morino/TMS/Toyota@TOYOTA@TMCE
cc Takeharu Nishida/HINPO/TMC0@TMC0, Kirk
Forsht/TMS/Toyota@TOYOTA@TMCE, Daisuke
Sakakibara/TMS/Toyota@Toyota, Jyunji
Ogata/HINPO/TMC0@TMC0
Subject Re: CONFIDENTIAL - DRAFT Q&A

George,

I'm very impressed with your draft. I have some comments but it really looks good to me.

[Comments]

1. "Unintended Acceleration"

This is not a big deal but I'm wondering about which is better, "Unintended Acceleration" or "Unexplained Acceleration". NHTSA used the terms "Uncontrolled Acceleration" and "Unexplained Acceleration" in the opening resume, but I don't like the word "Uncontrolled".

I don't like either. "Unexplained" sounds like the vehicle is possessed by an evil spirit. Many customers in news stories are often quoted as saying "the car took on a life of it's own!" This conjures images of "Christine" (from the very famous book by John Carpenter (also a movie)).

2. A2c "It is premature to comment."

I think we can use the same answer to Q2c "Will this Defect Petition lead to a recall?" as A2a and b. Actually I don't think that Defect Petition could lead to a recall. None of the manufacturer has done a recall during the stage of the Defect Petition, I think. This section is to answer to the question about what the "Defect Petition" is, so the same answer can be fine.

I changed A2c to read the following. I added the "Therefore..." to clarify the situation:

A2c: Any private citizen may petition NHTSA to open a Preliminary Evaluation on any vehicle and allegation. The Defect Petition process is NHTSA's formalized procedure to review the private citizen's claim and determine whether it may have merit or not. If NHTSA determines that the claim may have merit, they will open a Preliminary Evaluation. Therefore, it is premature to comment.

3. A7a

How about adding "the high idle speed when the engine is started in the cold temperature." Actually those complaints are not related to the acceleration, however, as shown in the list of the categories for the customer complaints sent to you this morning, in the customer complaints that we submitted to NHTSA, there are many complaints which relate to the high idle.

Added per your wording.

4. A4a and A4d

Which is better, just say "it is premature to comment" or clearly say "Toyota currently does not have plan to conduct a recall because the investigation done by Toyota to date does not indicate that the defect exists on the vehicles." The latter sentence might be a little bit dangerous, because it seems that the

unintended acceleration may be caused by the misapplication of the pedal, but the former seems that Toyota is thinking about a recall. Are those questions necessary??

I changed both to read:

A4a and d: The Defect Petition process is NHTSA's formalized procedure to review the private citizen's claim and determine whether it may have merit or not. If NHTSA determines that the claim may have merit, they will open a Preliminary Evaluation. Therefore, it is premature to comment.

Let me know what you think.

Thank you for your huge support on this issue.

Best regards,

Mitch

George Morino@TOYOTA



George Morino@TOYOTA

2008/05/15 10:49

宛先: Michiteru Kato/HINPO/TMC0@TMC0
cc: Takeharu Nishida/HINPO/TMC0@TMC0@TMCE, Kirk Forsht/TMS/Toyota, daisuke_sakakibara@toyota.com
件名: CONFIDENTIAL - DRAFT Q&A

Mitch:

This is a really rough draft.

I wanted to get your feedback before we continue. Please review it when you have a chance.

Thanks!

George Morino
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Quality Compliance Department
Product Quality and Service Support
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Tel. 310-468-3392
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